Digital Transformation Specialist Joseph McKinney Named SAP Territory General Manager

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Niceville, Florida based company, Be Real Media, Inc., has recently announced that Joseph McKinney has been named as Territory General Manager for SAP in Georgia and Florida. This announcement comes just as the company begins to stress the idea of digital transformation and states that McKinney is a specialist in this field.

"Your company has to have a digital base, a digital core," says Debby McKinney with Be Real Media. "We felt that having someone who has knowledge of how digital transformation works, someone who can help take us to the next level of success was the best way to go."

Joseph McKinney, whose profile can be seen at https://www.linkedin.com/in/joe-mckinney-7bb09923, has a long list of specialties that center around digital marketing and sales. McKinney recently worked as a Senior Account Manager for SAP as well as Sales Academy Account Executive.

"Digital transformation is essential for any business," says McKinney. "It's the acceleration of your business, your activities and processes, to leverage any changes that are coming up regarding digital technology. Simply put, if you aren't leveraging digital capabilities in this day and age, your business is not doing nearly as well as it should be."

McKinney states that being part of the digital transformation, that is transforming one's business to meet the growing and ever changing digital marketplace, can be easily done and is something that all business owners and entrepreneurs should be actively working on.

Debby McKinney with Be Real Media, Inc. also helps businesses to grow their brands and marketing themselves in a number of ways. The company offers social media marketing along with other strategies to assist businesses in reaching their ultimate goals of success. McKinney states that digital transformation is something that all businesses will need to further study and understand if they hope to bring their company up to speed with others that are actively transforming. She states that any business not keeping up in today's

digital age is likely to fail.

More on digital transformation, including how to begin implementing it and the impact it can have on businesses can be seen on the SAP Hana blog at https://blogs.saphana.com/2015/09/29/go-digital-or-die-thoughts-on-the-digital-transformation/.

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